If the future were now . . .

Impacts of Aging the American Market on Tourism in Ontario

A Special Analysis of the
Travel Activities and Motivation Survey (TAMS)

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On behalf of:

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TAMS
Travel Activities &
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I. Introduction

If the future were "now", would the market for tourism in Ontario be the same as it currently is? If not, how will the future differ from the current tourism market for the province? These were the questions posed by the Ontario Ministry of Tourism and Recreation (MTR) when it commissioned a special analysis and review of the Travel Activities and Motivation Survey (TAMS).[1] Using population projections for Canada and the USA obtained by MTR from Statistics Canada and the U.S. Census Bureau, TAMS data were "aged" twenty-five years into the future.[2]

Comparisons of the market size, composition, and travel behaviour of Americans in 2000 with estimates of the market profile in 2025 provide tourism policy makers and planners with critical information about the products and services that may be required in the future for Ontario's largest source of foreign tourism. Similarly, as Canada's population changes in composition over the next twenty-five years, the size and composition of the key domestic market may also change.

Those familiar with the TAMS survey are aware that it captures destinations visited in the past few years and considerable information on the types of specific outdoor, cultural and other experiences travellers have sought on trips in the recent past. These current behaviour patterns are projected into the future, assuming that all other factors apart from age, gender, education and place of birth and immigration flows remain the same. The estimates provided herein do *not* take into account changes in the economy or social factors such as the potential for an increasingly "physically fit" senior citizen population that might impact travel behaviour, major shifts in immigration policy or major political or economic changes in North America.[3] Consequently, the reader should use the findings as general guideposts.

The purpose of this summary report is to provide a broad-strokes guide to the future. Which types of tourism activities are likely to grow? Which are likely to shrink as the population ages? What are the possible implications for tourism development in Ontario?

These questions are best answered within the context of Ontario's major North American markets – Ontario and residents of the Great Lakes states. In 2001, Ontario residents accounted for 26.1 million of the 29.6 million overnight domestic person visits in the province (88%).[4] Approximately two-thirds of the 7.6 million overnight person visits from the United States to Ontario originated in the eight states that border the Great Lakes ("Great Lakes States"), or about 5.1 million.[5]

This report focuses on the Great Lakes state resident market for tourism in the province. It is supported by detailed computer tabulations under separate cover and is divided into two major sections:

- Executive Summary
- Great Lakes State Resident Travel Behaviour in 2025

A second report, featuring impacts of the changing population in Ontario in 2026 is also available (issued July, 2002).

Toronto
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An Aid to the Reader

The accompanying table and text are provided to aid the reader in interpreting the columns shown in the summary tables included in this report.

Sample Table

Table 4: Great Lakes States' Adult Population – Age & Gender				
	% of Adult Population In . . .		Growth Rate from 2000 to 2025	Impact of 2025 Population Structure on Growth Rate
	2000	2025		
Adult Population	*60.2 Million*	*65.4 Million*		
Men	48%	48%	10%	+14%
Women	52%	52%	8%	-12%
18 - 34 years	29%	27%	-0.5%	-106%
35 - 44 years	21%	17%	-13%	-250%
45 - 54 years	18%	16%	1%	-86%
55 - 64 years	11%	12%	20%	125%
65+ years	17%	24%	52%	499%
Source: Special TAMS U.S.A. Tabulations, Table 1.				

% of Adult Population In . . . 2000 Proportion of Great Lakes state adults in 2000 who fit the demographic characteristic (e.g., age, gender, place of birth) or participate in a particular activity (e.g., travel to a particular destination; golf, ski , camp or go to a museum while on trips) now. ***Example:*** *18 – 34 year olds represent 29% of all adults living in the Great Lakes states, or 17.6 million of the region's 60.2 million adults (2000).*

% of Adult Population In . . . 2025 Proportion of Great Lakes state adults in 2025 who are projected to fit the demographic characteristic (e.g., age, gender, place of birth) or participate in a particular activity (e.g., travel to a particular destination; golf, ski , camp or go to a museum while on trips). ***Example:*** *18 – 34 year olds are expected to represent 26% of all adults living in the Great Lakes states, or 17.5 million of the region's 65.4 million adults (2025).*

Growth Rate from 2000 to 2025 Anticipated rate of change in the number of Great Lakes state adults who will fit the demographic or behavioural characteristic by 2025. ***Example:*** *the 17.5 million 18 – 34 year olds in 2025 is 0.5% lower than the 17.6 million 18 – 34 year olds in 2000.*

Impact of 2025 Population Structure on Growth Rate How much the structure of the population projected for 2025 will influence the growth rate of a demographic or behavioural characteristic. Negative numbers suggest a downward pressure on growth rates and positive numbers represent an upward pressure. ***Example:*** *the growth rate for 18 – 34 year olds (-.05%) will be 106% lower than it would have been if the structure of the population had remained as it is was in 2000. Thus, if the population structure of 2000 were sustained to 2026, there would have been 19.2 million young adults in the Great Lakes states, or 9% more than there were in 2000 but changes in the population structure bring this number down to 17.5 million or 0.5% less than there were in 2000, for a difference in the growth rate [-0.5%/9%] of –106%.*

II. Executive Summary

A. Impacts of Population Changes in the Great Lakes States for Ontario

Three fundamental changes in the U.S. Great Lakes states' population structure might be taken into account in tourism planning and product development in Ontario over the next two decades:

1. As the primary market for inbound U.S. tourism to Ontario, the Great Lakes states' population will grow at an appreciably lower rate than will the population of the U.S.A. as a whole, and particularly the southern tier of the U.S.A. At an estimated 9% increase in the Great Lake states' adult population by 2025 compared to a 27% increase for the entire country, the pool of Americans from which Ontario has to draw from for the all-important "border" market will increase at a lower rate than will more distant parts of the U.S.A. By 2025, Great Lakes states' population is estimated to be approximately 65.4 million adults (18+).

2. Older people – those who are at least 55 years of age – will represent an increasingly sizeable proportion of the region's population. They currently account for over one-quarter of the adult population (28%) but will represent over one-third by 2025 (36%).

3. As the population ages, the proportion of Great Lake state residents living in households with children will decline. At this time, 1-in-3 adults live in households with teenagers or children (33%), but this proportion will decline to less than 3-in-10 by 2025 (29%).

B. Implications for Tourism Product Development in Ontario

- Only marginal increases or actual decreases in the absolute number of Great Lakes state residents between 2000 and 2025 will diminish the customer base for some tourism activities from which tourism businesses in Ontario can draw because of the comparatively low population growth predicted for the region. Furthermore, the **rates** at which various tourism activities are likely to be adopted by the potential market in these eight states in 2025 relative to current rates will increase or decrease because of changes in the structure of the region's population. These ***rates of change*** in participation by the travelling public and the opportunity costs that demographic shifts in the U.S.A. will impose on Ontario's tourism industry are the subjects of this analysis.

- Changes to the population mix in the Great Lakes states over the next two decades are likely to result in a stagnant market for overnight leisure tourism volumes in Ontario, with comparatively minor fluctuations around a zero growth rate. If the current population structure and incidence of selecting destinations in Ontario were projected to 2025, approximately 8.6 million Great Lakes state residents would be expected to take an overnight leisure trip to Ontario over a two year period. With the expected popula-

tion structure in 2025, this number would be closer to 9.4 million adults, or a five percent increase in the growth rate.[6] The frequency of leisure travel to Ontario by these U.S. residents is not expected to change as a result of changes to the population structure. Based on the current level of 4.1 million overnight leisure trips from the Great Lakes states to Ontario and an annual population growth rate that is close to zero, the province might anticipate about 4.4 million visits in 2025.[7]

- If the new generation of Great Lakes state residents displays similar tourism activity preferences to their 2000 counterparts, the impact of an aging population will result in a shift away from strenuous outdoor activities and a corresponding shift toward non-strenuous *warm weather* outdoor activities and indoor cultural events and attractions. In some cases, the absolute number of Great Lakes state residents interested in some of the outdoor tourism product Ontario has traditionally featured will actually decline.

- Predicted declines in Great Lakes state residents' interest in traditional outdoor activities such as fishing, canoeing, hunting and camping could have substantive implications for product development and marketing of tourism in the province over the coming years.

- Will demand for lakeside resorts, campgrounds or for hunting or fishing outposts keep pace with population growth? These findings suggest that changes may be required to sustain market share for traditional outdoor product:

    - current product may have to be enhanced to meet the needs of an aging population, with more comforts and amenities and with programming that permits visitors to enjoy Ontario's natural settings in a less strenuous manner; and

    - more highly targeted and effective marketing may be required to attract a higher proportion of the shrinking young-adult and family markets.

- As the population ages, there is also likely to be a decline in interest in *family-oriented* products. Utilization rates for products such as children's museums, zoos and theme or amusement parks are predicted to be lower by 2025 than they are now. From a product development perspective, investment in mega theme parks on the scale of Disney's should be viewed with caution, particularly if the primary target market is expected to be the shrinking "family" and/or "youth" markets.

- With an increasingly aging population, Great Lakes state demand for cultural attractions and performances is expected to grow. For example, art galleries and general history museums can expect increases in the proportions of U.S. travellers who will seek these experiences while on trips. While still relatively small *niche* markets, wineries, dance and classical music or opera performances are also likely to benefit from the aging of the travelling public. In contrast, the participation rate for casinos among Great Lake state residents is predicted to fall over the next two decades.

- Even though cultural attractions may benefit from the changing population structure among American travellers from the Great Lakes states, these institutions may need to review their physical plant and programming plans to ensure that they provide the types of amenities and services that an increasingly older audience may require. Demand for these amenities and services will be driven not only by tourists but also by the aging and increasingly immigrant urban *local* Ontario population that is central to the financial viability of many museums, galleries, theatres and other performance venues (see *Impacts on Aging the Ontario Population on Tourism in Ontario* report for details).

- As the U.S. population ages and migrates south to warmer climates, Ontario may have to look further a field to increase tourism volumes from the U.S.A. Tier III states, including Texas, California and Florida are expected to grow at appreciably higher rates than is the Great Lakes region over the next two decades. Tier III states currently represent 54% of the U.S.A. adult population, but will represent 58% by 2025, or about 148 million Americans, up from the current adult population of 108.0 million. This growth rate (37%) is appreciably higher than would have been expected given the current population structure. Different marketing and product development efforts might be required to attract Tier III *long haul* Americans to Ontario. More study is required to determine the tourism experiences that might entice members of these *high growth* but *more distant* markets to select Ontario as a destination.

III. Great Lakes State Resident Travel Behaviour in 2025

1. An American Overview

Prior to focussing on the Great Lakes states resident population, changes at the U.S.A. level are presented to provide a national context for possible changes in travel activities and interests in the U.S.A. over the next two decades.

In 2000, there were approximately 200.4 million Americans 18 years of age or older. The U.S. Census Bureau projects that this number will increase to 254.3 million by the year 2025, for an increase of 27%. The adult population in the eight Great Lakes states is expected to grow at an appreciably lower rate, from 60.2 million in 2000 to 65.4 million in 2025, or a 9% increase.

Table 1: The Adult Population 2000 & 2025

	2000	2025	Percentage Increase
U.S.A.	200,426,000	254,266,000	+27%
Great Lakes	60,184,000	65,440,000	+9%

Source: Special TAMS U.S.A. Tabulations, page 1-1.

Based on these rates of change, the market for a variety of tourism experiences might be expected to increase by about one-quarter across the U.S.A. but only by about one-tenth in Ontario's key Great Lakes state feeder markets over the next two decades. As will be seen in the following pages, this potential will not necessarily materialize equally for all tourism products and sectors Ontario has to offer.

The shifts in population in the key Great Lakes states over the next two decades will vary from state to state. For example, the pool from which Ontario can attract New Yorkers will be about 1.2 million adults larger in 2025 than it is now (9% increase), whereas the available adults who might take a trip to Ontario from Michigan will be only five percent larger in 2025 (7.7 million) than it is today (7.3 million). These are the two states from which Ontario drew the largest share of its 7.6 million overnight American visitors in 2000. Comparatively small increases in the adult populations of two of the province's primary markets may exert a downward influence on the prominence of New York and Michigan in Ontario's total tourism mix in the coming decades.

Table 2: The Adult Population 2000 & 2025 by State

	2000	2025	Percentage Increase	Percentage of Ontario's 2000 USA Overnight Person Visits*
Great Lakes	60,184,000	65,440,000	+9%	
New York	13,673,000	14,926,000	+9%	18%
Pennsylvania	10,044,000	9,899,000	-1%	6%
Wisconsin	3,805,000	4,537,000	+19%	3%
Michigan	7,266,000	7,659,000	+5%	22%
Illinois	8,858,000	10,060,000	+14%	5%
Indiana	4,344,000	5,055,000	+16%	N/A
Ohio	8,662,000	9,058,000	+5%	9%
Minnesota	3,534,000	4,245,000	+20%	4%

*Source: Special TAMS U.S.A. Tabulations, page 5. ITS USA 2000 Special Tabulations, page P2-1. *Figures are not available for Indiana.*

The U.S.A. population is also shifting *southward* – a trend that will likely have substantive impacts on all inbound U.S.A. travel to Canada. While states that are immediately adja-

cent to Canada's border will increase in population over the next two decades, they will do so at a rate of growth that is one-third lower than would have occurred if the population structure of 2000 were to remain intact through 2025. The middle tier states, including some of Ontario's major markets such as Pennsylvania, Illinois, Ohio, Massachusetts and the Washington D.C. area will also represent a smaller share of the total USA market than they do now, with a decline in the anticipated growth rate of more than half. In contrast, southern states – those that are more challenging markets for Ontario – will increase as a proportion of the total USA adult population, and will grow at a 38% higher rate than would have been anticipated given the current population structure (see Appendix for the states included in each of the three tiers).

Table 3: Shifts in USA Adult Population – Tiers

	% of Adult Population In . . .		Growth Rate from 2000 to 2025	Impact of 2025 Population Structure on Growth Rate
	2000	2025		
Adult Population	*200.4 Million*	*254.3 Million*		
Tier I (Canada's Border)	18%	17%	18%	-34%
Tier II	28%	25%	13%	-51%
Tier III	54%	58%	37%	38%

Source: Special TAMS U.S.A. Tabulations, Table 5. See Appendix for definition of Tiers.

As will be seen in the following demographic section, the move to southern states is likely linked to the aging of the U.S.A. population, with residents of colder northern tier states retiring to warmer climates over the next two decades.

2. Demographic Changes Among Great Lakes State Residents

Great Lakes state residents are the primary source of U.S.A. tourism activity in the province now, representing approximately two-thirds of all overnight person visits by Americans in Ontario.[8] Hence, changes to the demographic profile of Great Lake state residents over time are apt to have an especially dramatic impact on Ontario's tourism volume and value, and the types of activities these American neighbours will seek on their travels.

a) Gender & Age

Specifically, there will be a noticeable decline not only in the proportion of the population that is young or middle-aged but also in their absolute numbers, and a substantive increase in the proportion that is older.

- The 18 to 34 year old age group will decline slightly to just over 1-in-4 adult Great Lake state residents by 2025;
- Neighbouring Americans in their "family" years (35 – 44) will fall from just over 1-in-5 members of the adult population to about 1-in-7;
- Middle-aged Great Lake state residents (45 – 54) will decline from 18% to 16% in 2025;
- Starting at about age 55, the pattern shifts with older people representing *higher* proportions of the adult population in the Great Lakes states in 2025 than they do now. The increase is most prominent among Americans 65 years of age or older. This cohort currently represents about one-sixth of the adult population but by 2025 it is expected to represent one-quarter.

In absolute numbers, the young adult population (18 – 34 years) will decrease from about 17.6 million to 17.5 million between 2000 and 2025. This young cohort is growing at a rate that is about 106% lower than would have been expected if the structure of the population had remained constant between 2000 and 2025. Thus, the impact of changes in the population mix in the Great Lakes states will reduce the growth rate of the younger age segment substantively. A similar finding is evident for other younger and middle-aged cohorts, but as noted above, the trend reverses in the older age groups. In fact, the oldest segment of the population – adults who are at least 65 years

Table 4: Great Lakes States' Adult Population – Age & Gender

	% of Adult Population In . . .		Growth Rate from 2000 to 2025	Impact of 2025 Population Structure on Growth Rate
	2000	2025		
Adult Population	*60.2 Million*	*65.4 Million*		
Men	48%	48%	10%	+14%
Women	52%	52%	8%	-12%
18 - 34 years	29%	27%	-0.5%	-106%
35 - 44 years	21%	17%	-13%	-250%
45 - 54 years	18%	16%	1%	-86%
55 - 64 years	11%	12%	20%	125%
65+ years	17%	24%	52%	499%

Source: Special TAMS U.S.A. Tabulations, Table 1.

of age will represent half again as many people by 2025 as they do now or 15.6 million residents of the Great Lakes states instead of the current 10.3 million.

b) Household Income & Education

The proportion of Great Lakes state adults with household incomes in various groups from *low* to *high income* are not expected to change substantively between now and 2025. A modest increase in the proportion of residents in these states who have at least some post-secondary education is anticipated over the next two decades. This change in the educational composition of the Great Lakes state market may have an impact on tourism choices in the future.

Table 5: Great Lakes States' Adult Population – Household Income & Education

	% of Adult Population In . . .		Growth Rate from 2000 to 2025	Impact of 2025 Population Structure on Growth Rate
	2000	2025		
Adult Population	*60.2 Million*	*65.4 Million*		
Household Income				
Low Income	44%	45%	9%	-76%
Low - Middle	24%	24%	8%	-79%
Middle – High	21%	21%	7%	-82%
High Income	11%	11%	8%	-78%
Education				
Some Secondary or Less	11%	9%	-10%	-214%
Completed Secondary	28%	28%	6%	-32%
Some Post Secondary	40%	41%	11%	27%
Graduated University	20%	21%	19%	119%

Source: Special TAMS U.S.A. Tabulations, Table 3. Repercentaged on total stating income. Incomes are expressed in 2000 US dollars.

c) Household Composition

The 2025 age mix of Great Lake state residents will have a substantive impact on the types of activities they are interested in pursuing on their travels. For example, as the population ages, more and more of the potential tourism market will be concentrated in adult-only households.

The family market – households in which there are children twelve years of age or younger – will decline from about 26% to just over one-fifth (23%). Conversely, those who live in adult-only households (no children or teenagers) will increase from 60% to 64% (see Table 6). There will be an actual decline in the number of Great Lakes state households with teens and children over the next couple of decades (-6% growth) but noteworthy growth in adult-only house-households (17% growth). This growth rate in adult-only households is close to twice what it would have been if changes in the population mix of the Great Lakes states did not occur between 2000 and 2025 (94%).

Table 6: Great Lakes States' Adult Population – Household Composition

	% of Adult Population In . . .		Growth Rate from 2000 to 2025	Impact of 2025 Population Structure on Growth Rate
	2000	2025		
Adult Population	*60.2 Million*	*65.4 Million*		
Adult Only	60%	64%	17%	94%
Any Teens/Children	33%	29%	-6%	-170%
Any Children under 12	26%	23%	-7%	-179%

Source: Special TAMS U.S.A. Tabulations, Table 4.

3. Destination Choices

With the exception of a slight increase in the proportion of Great Lakes state residents who will likely travel abroad, destination choices in 2025 for these Americans are likely to look much as they do now, with about 3-in-4 taking leisure trips over a two year period to some destination and about one-seventh taking such a trip to a destination in Ontario. There is no evidence to suggest that the average number of overnight leisure trips to Ontario over a two year period will change, remaining stable at about one-half of a trip over the two years.

Table 7: Great Lakes States' Adult Population – Destinations Visited on Leisure Trips in Past Couple of Years

	% of Adult Population In . . .		Growth Rate from 2000 to 2025	Impact of 2025 Population Structure on Growth Rate
	2000	2025		
Adult Population	*60.2 Million*	*65.4 Million*		
Any Destination	72%	73%	10%	9%
Canada	18%	18%	10%	17%
Ontario	**14%**	**14%**	**9%**	**5%**
Average # of Leisure Trips in Ontario in Past 2 Years	**0.5**	**0.5**	**0%**	**0%**
Mexico/Caribbean	13%	13%	8%	-12%
Overseas	12%	13%	17%	94%

Source: Special TAMS U.S.A. Tabulations. Tables 24 - 31.

The net effect of the stable incidence of leisure travel in the province and frequency of leisure travel to Ontario will be a growth rate in the total volume of adult leisure person trips to Ontario from the Great Lakes states that is consistent with population growth over the next two decades. Based on the current level of overnight leisure travel from the Great Lakes states, estimated to be about 4.1 million person visits in 2000, the province might anticipate about 4.4 million overnight leisure visitors from these states in 2025.[9]

4. Product-based Tourist Groups

As part of an earlier analysis of TAMS data, product-based tourist groups were built that are more rigorously defined than simple participation in one of over 150 activities covered in the TAMS survey while on a trip in the past couple of years. Thus, the *avid angler*, the *avid golfer* or the *avid horticulture tourist* represents a crystallized subset of North Americans who went fishing, golfing or to botanical gardens while on their recent travels.[10] These *high intensity* activity groups are applied to the aging Great Lakes states' population to gain insights into how participation rates in various types of tourism activities may change over time.

Table 8: Great Lakes States' Adult Population – High Intensity Activity Groups

	% of Adult Population In . . .		Growth Rate from 2000 to 2025	Impact of 2025 Population Structure on Growth Rate
	2000	2025		
Adult Population	*60.2 Million*	*65.4 Million*		
Soft Outdoor Adventure	5%	4%	-6%	-453%
Hard Outdoor Adventure	4%	3%	-3%	-274%
Fishing	13%	12%	-5%	-419%
Golfing	11%	10%	-7%	-489%
Spectator Sports	11%	9%	-18%	-1,141%
Art Galleries/Museums	22%	24%	9%	444%
Cultural Performances	11%	12%	10%	495%
Aboriginal Cultural Activities	7%	7%	13%	667%
Horticulture	6%	6%	5%	188%
Wine/Culinary	10%	11%	8%	362%
Zoos/Aquariums	18%	16%	-8%	-565%
Casino Gambling	17%	16%	-6%	-478%
Shopping	20%	19%	-2%	-96%

Source: Special TAMS U.S.A. Tabulations, Table 15.

Generally, the findings indicate that as Great Lakes state residents age, they will place less demand on tourism experiences that involve the outdoors and strenuous physical activity and, in turn, will place greater demands on tourism activities that are either indoors or require less physical exertion (See Table 8).

Assuming that older Great Lakes state residents in 2025 act in a manner similar to their counterparts in 2000, some of Ontario's core tourism product – outdoor adventure, angling and, to a lesser extent golfing – are likely to attract avid participants at lower rates than they currently do.[11] Spectator sports, and most particularly football, will also attract a lower proportion of Great Lakes state adults while on their travels.

In absolute numbers, there will be fewer avid outdoor adventurers, anglers and golfers and professional sports spectators in 2025 than there are now. Casino gambling is also likely to face a shrinking market from the Great Lakes region over the next two decades. These market reductions are evident in the negative growth rates predicted for these types of activities and the dramatically lower changes in growth rates than what would have been expected had the population structure of the eight Great Lakes states remained as it is today.

In contrast, the rate of demand for those with avid interest in cultural performances, art galleries and museums, wine or culinary experiences, zoos and aquariums, and horticultural

tourism activities – low energy activities that are consistent with an aging population – is expected to increase at noticeably higher levels than would have been expected if the region's population structure remained as it is today.

Travel experiences that will be sought by Great Lakes state travellers in 2025 are consistent with these findings. By 2025, there will be a decline in the number of these Americans seeking *adventure and excitement* and *unspoiled nature* experiences and increases in the number that wish to experience *different cultures and ways of life,* and *historic sites.* In keeping with the aging population, there will also likely be a modest decline in Great Lakes travellers who seek experiences in *safe and familiar* environments. For figures, please see Appendix Table A-1.

The implications of the shift from outdoor to indoor activities for product development in Ontario are substantive. When individual outdoor activity participation rates are compared now and in the future, it is clear that they fall. Thus, utilization of Ontario's lakes, rivers, forests, snowmobile trails and campgrounds by American neighbours in the Great Lakes states could diminish relative to other tourism activities unless the products associated with these activities and sites become more "aged-friendly".

Table 9: Great Lakes States' Adult Population – Individual Outdoor Activities

	% of Adult Population In . . .		Growth Rate from 2000 to 2025	Impact of 2025 Population Structure on Growth Rate
	2000	2025		
Adult Population	*60.2 Million*	*65.4 Million*		
Active Outdoors				
Cycling	14%	13%	-9%	-631%
Kayaking/Canoeing	10%	9%	-7%	-515%
White Water Rafting	5%	4%	-4%	-311%
Scuba Diving	4%	4%	-14%	-913%
Fishing (fresh water)	21%	19%	-7%	-490%
Hunting	7%	5%	-23%	-1,434%
Horseback Riding	10%	9%	-5%	-397%
Wilderness Hiking/ Backpacking	14%	13%	-5%	-399%
Wilderness Lodge/ Outpost	9%	8%	-11%	-723%
Camping	29%	28%	-2%	-199%
Passive Outdoors				
Bird Watching	10%	10%	3%	102%
Golfing	17%	15%	-8%	546%
Winter Outdoors				
Alpine Skiing	8%	9%	10%	-504%
Cross Country Skiing	4%	4%	2%	-2%
Snowmobiling	4%	4%	-12%	-795%
Ski Resort - Winter	6%	7%	4%	145%

Source: Special TAMS U.S.A. Tabulations, Tables 16/17.

Options to enhance utilization in the future might include building on the *Arts in the Wild* theme currently being marketed in Ontario. By placing more emphasis on comfort and culture of one form or another (galleries, performances, museums, gardens, wine/ culinary), Ontario's outdoor-oriented tourism businesses might sustain their rate of attraction to the Great Lakes region's increasingly aging population.

The autumn and winter outdoor product is likely to face an even more substantive challenge. As is evident from the proportions shown in Table 9, hunting and snowmobiling are expected to face more dramatic declines in participation rates over the next two decades than are gentle or passive outdoor *warm weather* activities.

For example, the percentage of Great Lakes state residents engaging in bird watching will remain stable between 2000 and 2025 while that of kayaking or canoeing will decline over this time period. Growth in these "paddling" water sports will be 515% lower than the rate would have been had the population structure remained as it is today. Similarly, the growth in snowmobiling will be 795% lower than it would have been if today's population structure were in place in 2025.

Declines in the public's relative and absolute interest in traditional consumptive outdoor activities such as hunting and fresh water fishing will have impacts on associated accommodation infrastructure requirements in Ontario. For example, campgrounds and wilderness lodges or outposts are apt to be noticeably less popular among the Great Lakes travelling public in 2025 than they are now . . . unless steps are taken to create greater interest in these facilities within the younger segments of the market or to make them "friendlier" to an aging population.

As noted in the demographic profile section of this report, the "family" or "children-oriented" segment of the market will decline over the next two decades. This trend will likely exert downward pressure on the participation rate for attractions devoted to the family market – mega theme parks represented by attractions such

Table 10: Great Lakes States' Adult Population – Individual Culture & Entertainment Activities

	% of Adult Population In . . .		Growth Rate from 2000 to 2025	Impact of 2025 Population Structure on Growth Rate
	2000	2025		
Adult Population	*60.2 Million*	*65.4 Million*		
Family/Child-Oriented Products				
Children's Museums	10%	10%	-2%	-213%
Zoos	33%	32%	-4%	-321%
Aquariums	23%	21%	-8%	-568%
Movie Theme Parks	18%	16%	-6%	-444%
Mega Amusement Parks	24%	23%	-4%	-331%
Rock 'n Roll/ Popular Concerts	17%	15%	-9%	-657%
Adult/Older Adult-Oriented Products				
Art Galleries	20%	22%	9%	442%
General History Museums	25%	27%	8%	386%
Science & Tech Museums	19%	19%	2%	31%
Opera	5%	5%	13%	693%
Live Theatre	21%	23%	7%	306%
Ballet/Dance	6%	7%	12%	624%
Classical Concerts	7%	8%	15%	788%
Historic Sites	18%	18%	2%	3%
Botanical Gardens	17%	18%	6%	227%
Casinos	25%	24%	-1%	-185%
Wineries	15%	16%	8%	357%
Touring				
Day Bus Tours - City	13%	15%	12%	607%
Day Bus Tours – Countryside	8%	9%	22%	1,208%
Overnight Guided Scenic Tours – Countryside	11%	12%	5%	175%

Source: Special TAMS U.S.A. Tabulations, Tables 16/17.

as Disneyworld, movie theme parks such as MGM and children's museums. At the same time, the aging and increasingly "adult-only" household segment of the Great Lakes states' population will likely create upward pressure on the public's rate of interest in tourism attractions dedicated to the "adult-only" market.

As is evident from estimates of demand for attractions detailed in Table 10, participation rates for art galleries, history museums, wineries, botanical gardens, and ballet and classical music performances will increase as the population ages. Utilization of children's museums, theme parks, zoos and aquariums will decrease by 2025 unless these attractions customize their products to the needs of an older market or enhance their appeal within the shrinking family market.

Older Great Lakes state residents show a more marked interest in being *taken* to tourism attractions and destinations than does the younger segment of the travelling public. Although TAMS data on packaged sightseeing tours is quite limited, it would appear that the aging Great Lakes state population will exhibit a heightened rate of interest in overnight and day packaged tours among U.S. travellers by 2025.

C. Appendix

1. Additional Summary Tables

Table A-1: Great Lakes States' Adult Population – Experiences Sought				
	% of Adult Population In . . .		Growth Rate from 2000 to 2025	Impact of 2025 Population Structure on Growth Rate
	2000	2025		
Rest, Relax	58%	55%	-3%	-258%
Quality Time with Family	51%	49%	-3%	-247%
Visit Friends or Relatives	54%	55%	3%	95%
Intimacy and Romance	27%	24%	-9%	-625%
Different Cultures and Ways of Life	24%	24%	5%	176%
Historical Sites	35%	36%	5%	212%
Group of Good Friends	36%	35%	0%	-107%
Natural Wonders and Sites	35%	35%	1%	-57%
Good Life with Fine Cuisine, etc	21%	19%	-6%	-449%
Casinos and Gamble	20%	19%	-5%	-372%
Popular and Trendy	15%	14%	-7%	-501%
Safe and Familiar	21%	21%	2%	17%
Adventure and Excitement	29%	26%	-7%	-520%
City Life (e.g., Nightlife, shopping, etc.)	25%	25%	1%	-69%
Escape Winter Weather	23%	23%	1%	-38%
Unspoiled Nature	28%	27%	-1%	-185%
Source: Special TAMS U.S.A. Tabulations, Table 21.				

2. Definition of USA Tiers

In TAMS analysis, the following states were assigned to three tiers, based on their distance from the USA/Canada border.

Tier I (Canada's Border States): Washington, Montana, North Dakota, Minnesota, Wisconsin, Michigan, New York, Vermont, New Hampshire, Maine, Alaska

Tier II: Oregon, Idaho, Wyoming, South Dakota, Nebraska, Iowa, Illinois, Indiana, Ohio, Pennsylvania, Massachusetts, Connecticut, Washington D.C.

Tier III: Nevada, Utah, Colorado, Kansas, Missouri, Kentucky, Tennessee, West Virginia, Virginia, Maryland, Delaware, New Jersey, Rhode Island, California, Arizona, New Mexico, Texas, Oklahoma, Hawaii, Arkansas, Louisiana, Mississippi, Alabama, Georgia, North Carolina, South Carolina, Florida.

Activities Measured in TAMS

Codes For NET Activities: TAMS	
Bird watching	Skiing – cross country
Whale watching	Skiing – cross country as an overnight touring trip
Other wildlife viewing	Skiing – downhill
Wildflowers / flora viewing	Heli-skiing
Recreational biking	Snowboarding
Mountain biking	Snowmobiling – day use on organized trail
Biking – as an overnight touring trip	Snowmobiling – as an overnight touring trip
Motorcycling – day excursions on an overnight touring trip	Sunbathing or sitting on a beach
Motorcycling – as an overnight touring trip	Scuba diving
Kayaking or canoeing	Swimming in lakes
Motorboating	Swimming in oceans
Sailing	Aboriginal (e.g., Native American) cultural experiences in a remote or rural setting where you stayed for one or more nights
Wind surfing	Pow Wows or other aboriginal (e.g., Native American) celebrations, such as the Wikwemikong Pow-Wow
White water rafting	Aboriginal (e.g., Native American) attractions such as the Indian Museum of North America in Arizona or the Polynesian Cultural Centre in Hawaii
Ice climbing	French Canadian cultural experiences
Rock climbing	Musical festivals such as the jazz festival in Montréal or the Chicago Blues Festival
Dog sledding	International film festivals such as the Cannes Film Festival
Seeing northern lights or other arctic experiences	Literary festivals or events
Fishing – fresh water	Theatre festivals
Fishing – salt water	Carnivals such as Mardi Gras or Rio's Carnival
Ice fishing	Western theme events, such as rodeos or the Calgary Stampede
Working out in a fitness centre	Farmers' fairs or markets
Jogging outdoors	Local festivals or fairs such as fall fairs, winter carnivals, Highland Games, Octoberfests, folklore festivals
Going on picnics in park settings	Art galleries
Golfing – play an occasional game while on a trip	Children's museums
Golfing – stay at a golf resort for one or more nights	General history or heritage museums
Golfing – take a packaged golf tour to play on various courses	Science or technology museums such as the Smithsonian National Air and Space Museum
Hang-gliding	Opera
Hiking or back-packing in wilderness settings	Ballet or other dance performances
Horseback riding	Theatre
Hot air ballooning	Concerts – classical
Hunting – big game	Concerts – jazz
Hunting – birds or small game	Concerts – rock & roll / popular
Parachuting	Musical attractions such as the Rock 'n Roll Museum or Jazzland
Bungee jumping	Historical replicas of cities or towns with historic re-enactments such as Williamsburg
Playing baseball or softball	Historic sites such as Statue of Liberty, Acropolis or Fort Alamo
Playing basketball	Movie theme parks like MGM studios
Going bowling	Science & technology theme parks like Epcot
Playing chess or backgammon	Amusement parks like Disneyland
Curling	Garden attractions such as Cypress Gardens or Tivoli Park
Playing football	Botanical gardens
Playing ice hockey	Planetariums
Playing squash	Zoos
Playing soccer	Aquariums
Playing tennis	Natural wonders such as Niagara Falls or the Grand Canyon
Playing volleyball	Auto races (as a spectator)
Ice skating	Professional baseball games (as a spectator)
In-line / roller skating	Professional basketball games (as a spectator)
	Professional figure skating (as a spectator)
Professional football games (as a spectator)	Scenic day or evening tours by boat
Professional golf tournaments (as a spectator)	Scenic day tours by train
Professional ice hockey games (as a spectator)	Going to wineries for day visits and tastings
Horse races	BUSINESS ACTIVITIES

	(WHILE ON A TRIP OF ONE OR MORE NIGHTS)
National or international sporting events such as the Olympic Games (as a spectator)	Attend business meetings out of town
Amateur sports / arts / hobby tournaments and competitions (as a spectator or participant)	Attend trade shows out of town
Recreational dancing	Attend business conventions out of town
Casinos	Attend conferences or seminars out of town
Local outdoor cafes	Attend company paid training out of town
Movies	Take a vacation paid for by your company (Incentive Travel)
Restaurant dining – regional or local cooking	
Restaurant dining – internationally acclaimed restaurants	Q.3 Getaways/Q. 8 Vacations
Shop or browse – bookstores or music stores	Took at least 1 trip in the **winter**
Shop or browse – antiques	Took at least 1 trip in the **spring**
Shop or browse – gourmet foods in retail stores or farms	Took at least 1 trip in the **summer**
Shop or browse – local arts & crafts studios or exhibitions	Took at least 1 trip in the **fall**
Shop or browse – clothing, shoes and jewellery	
Pick-your-own farms or participating in harvesting	Q. 6 Getaways/Q.11 Vacations Use in Past 2 Years
Read for relaxation or personal interest (while on trip)	Homes of friends & relatives
Camping – in large public campgrounds in national, state or provincial parks	Hotels / Resorts / Country Inns
Camping – in campgrounds outside national, state or provincial parks	Motels
Camping – in wilderness settings	Bed & Breakfasts
Staying at a lakeside resort in summer	Cottage, rented
Staying at a lakeside resort in winter	Cottage, your own
Staying at a ski resort or mountain resort in summer	Fishing or Hunting Lodges
Staying at a ski resort or mountain resort in winter	Campgrounds / RV Parks – Fully serviced (water, sewer, electricity)
Staying at a seaside resort in summer	Campgrounds / RV Parks – Electricity only
Staying at a seaside resort in winter	Unserviced campgrounds or backcountry
Staying at a remote or fly-in lodge	Other
Staying at a remote or fly-in outpost	IF CAMPING: What type of camping equipment did you use *most often*?
Staying at a wilderness lodge you can drive to by car	Tent
Staying at a private cottage or condo you own	Tent Trailer
Staying at a private cottage or condo you rent	Truck camper or van
Staying at a cooking school with accommodation on the premises	Travel Trailer / Fifth wheel
Staying at a wine tasting school with accommodation on the premises	Motorhome
Staying at a gourmet restaurant with accommodation on the premises	Q. 15 – Package Used in past two years
Staying at a health spa	Motorcoach touring package
Staying at a working farm or guest ranch	A resort or cruise package
Staying at a bed & breakfast	A theatre package
TOURING AND CRUISING (OVERNIGHT)	An adventure package
Guided scenic tours in the countryside, like fall colour tours where you stay one or more nights	A ski package
Wandering around small towns and villages where you stay one or more nights	A city package
Touring a region's wineries where you stay one or more nights	An educational package
Great Lakes cruises where you stay on board one or more nights	Some other type of package
Submarine "cruises" where you stay on board one or more nights	Travel to Ontario
Ocean cruises where you stay on board one or more nights	Ever
DAY TOURING (WHILE ON A TRIP OF ONE OR MORE NIGHTS)	Never
Coastal or lakeshore scenic drives in your own / rental vehicle	
Guided bus day tours in a city	
Scenic day tours in the countryside by bus	
Scenic day tours by air	

D. Notes

[1] An association of Canadian tourism ministries and organizations have collaborated to conduct two large scale surveys to assess the travel activities and motivators of leisure travel among Canadians and Americans. This survey, known as the *Travel Activities and Motivation Survey* (TAMS), represents the comprehensive assessment of travel behavior and motivators, and provides a rich and authoritative database by which to develop marketing strategies and travel products to attract visitors to Canada and Ontario.
TAMS consisted of both a telephone survey and a self-completed mailback survey. The survey was conducted in Canada and the United States between September 27, 1999 and April 16, 2000. The telephone survey was completed by 28,397 individuals in the United States and by 18,385 individuals in Canada. Respondents 18 years of age or over were selected randomly within the household. People participating in the telephone survey who had travelled in the past two years or expressed interest in travel in the next two years were asked to complete a mailback questionnaire. Usable questionnaires were received from 5,490 Canadians and 6,405 (26.0 %) U.S. respondents.

[2] The Canadian population 18 years of age or older was projected to the year 2026 and the corresponding USA population was aged to the year 2025. A special additional adjustment was made in the re-weighting of TAMS data to take into account an anticipated increase in the rate of educational achievement within the populations of both countries. In particular, it was assumed that the incidence of the highest level of education achieved in the period 1975 to 1999 represents a long term equilibrium of educational achievement. Figures for each sampling unit used in TAMS were supplied for aging the Canadian population and the USA by MTR. These projections included MTR's adjustments for increased educational achievement and immigration flows for Canada.

[3] It should be noted that population estimates used in this analysis were calculated by the two national statistical agencies prior to the September 11, 2001 terrorist attack in the United States. Any policy changes in immigration as a result of this event will not be reflected in these estimates.

[4] See 2001 Canadian Travel Survey Tabulations provided to MTR in July, 2002, page P2-1.

[5] 5.1 million of the 7.6 million U.S. overnight person visits originated in New York, Pennsylvania, Michigan, Illinois, Wisconsin, Ohio, and Minnesota (2000 International Travel Survey Tabulations, P2-1). Indiana is not included in this estimate, but is included in the TAMS definition of the "Great Lakes States".

[6] All estimates of tourism volume are based on past two year overnight leisure trips.

[7] 2000 International Travel Survey Tabulations (USA) provided to MTR in 2002, page P2-1. Estimates exclude leisure and vfr trips from residents of Indiana.

[8] See 2000 International Travel Survey Tabulations (USA) provided to MTR in 2002.

[9] 2000 International Travel Survey Tabulations (USA) provided to MTR in 2002, page P2-1. Estimates exclude leisure and vfr trips from residents of Indiana.

[10] For definitions of these high intensity groups, please refer to *Who Wants What: Product-oriented tourism realities & opportunities for Ontario*, Ontario Ministry of Tourism and Recreation, August 2001.

[11] **Soft Outdoor Adventure:** Minimum of two of the following from the TAMS "activities on trips in past two years" list and not already categorized as "High Intensity Hard Outdoor Adventure": recreational biking, biking as an overnight touring trip, any motorcycling, kayaking or canoeing, motor boating, sailing, wind surfing, hiking/backpacking, horseback riding, hot air ballooning, cross-county skiing, downhill skiing, snowboarding, any snowmobiling. No consumptive outdoor activities (hunting/fishing). **Hard Outdoor Adventure:** Took trip to experience adventure and excitement in past 2 years and minimum of two of the following activities if one activity is white water rafting; if no white water rafting, any one of ice or rock climbing, mountain biking; dog sledding; hang-gliding; bungee jumping; heli-skiing; scuba diving. No consumptive outdoor activities (hunting/ fishing). **High Intensity Anglers:** Mentioned the following from the TAMS "experiences/activities on trips in past two years" list: Took trip to participate in hobby or sport (e.g., golf, fishing, photography) in past 2 years and either went fresh water or ice fishing . **High Intensity Golfers:** Mentioned the following from the TAMS "experiences/activities on trips in past two years" list: Took trip to participate in hobby or sport (e.g., golf, fishing, photography) in past 2 years and any of occasional golf game while travelling; stay at golf resort for one or more nights; take a packaged golf tour to play on various courses.